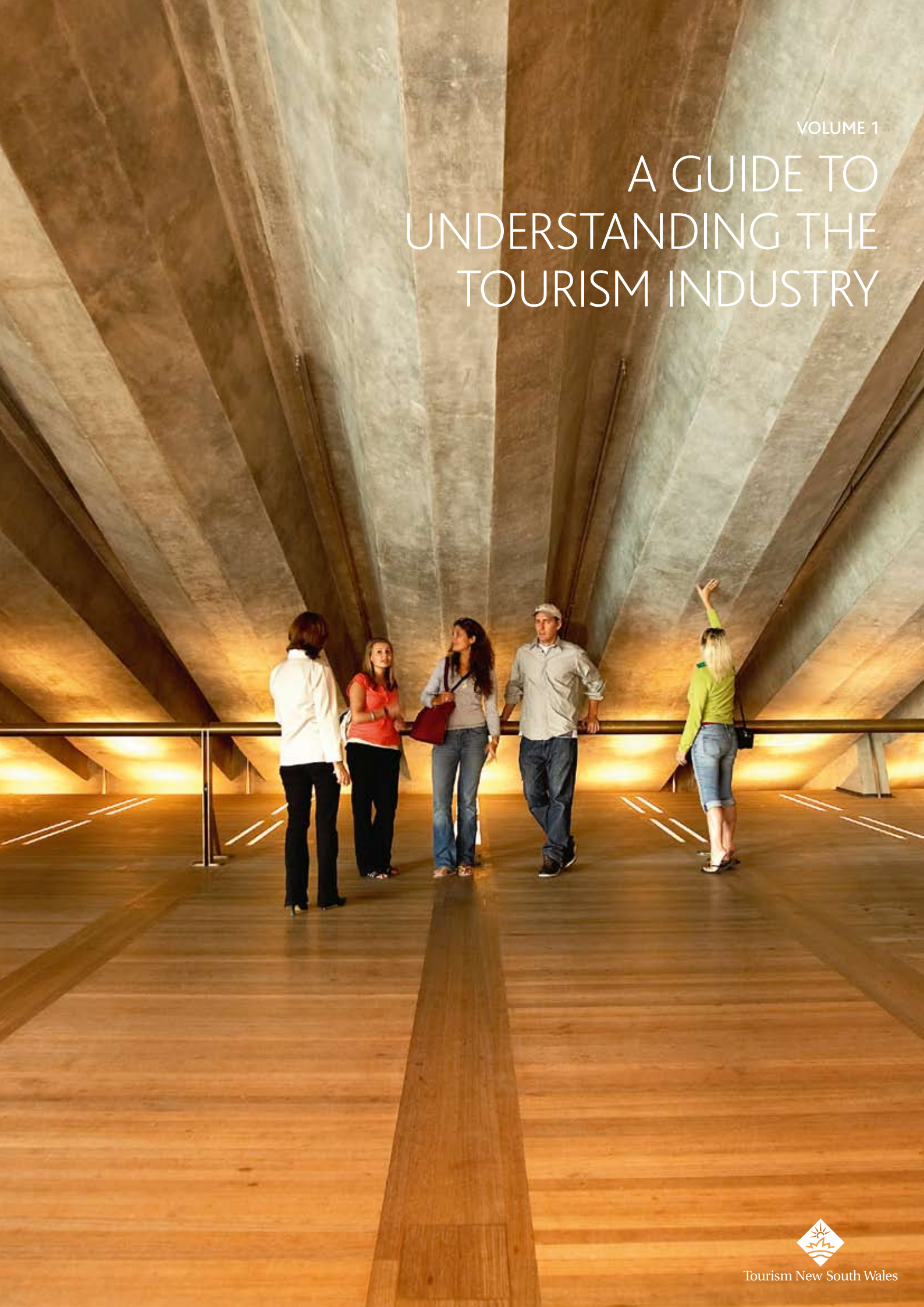


VOLUME 1

# A GUIDE TO UNDERSTANDING THE TOURISM INDUSTRY



Tourism New South Wales

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Tourism New South Wales  
GPO Box 7050, Sydney NSW 2001  
Telephone (02) 9931 1111  
[www.tourism.nsw.gov.au/corporate](http://www.tourism.nsw.gov.au/corporate)

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# INTRODUCTION

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The Tourism Business Toolkit has been designed by Tourism NSW as a resource to enable new and existing tourism operators to gain a better understanding of the tourism industry and develop their tourism product.

The Tourism Business Toolkit consists of two volumes:

**VOLUME 1: A GUIDE TO UNDERSTANDING THE TOURISM INDUSTRY**

**VOLUME 2: A GUIDE TO DEVELOPING YOUR TOURISM PRODUCT**

The two volumes should be used together.

## **VOLUME 1**

- The tourism industry
- The tourism industry network at a federal, state, regional and local level
- Tourism NSW – role, strategy, structure and working with the tourism industry
- The steps to a successful tourism product
- A list of frequently asked questions
- A glossary of common terminology used by the tourism industry

## **VOLUME 2**

- Understanding your customer
- Distributing your tourism product
- Pricing your tourism product
- Creating your brochure
- Understanding advertising
- Packaging products
- Working with the media

The Tourism Business Toolkit will support tourism operators by providing information, helpful tools, and details of organisations to contact for further assistance.

This information, combined with advice and assistance from regional tourism organisations, local tourism managers, industry bodies and other tourism operators will assist you on your path to success!

Tourism NSW also provides guidance to new and existing tourism operators on issues relating to destination, industry and business development.

To contact Tourism NSW telephone (02) 9931 1111.

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## HOW TO GET THE MOST OUT OF THE TOURISM BUSINESS TOOLKIT

1. This guide is a general introduction to the tourism industry, which focuses on NSW. It is written for people who have little or no knowledge of the tourism industry, but may also be relevant to tourism managers, visitor information centres (VIC's), tourism industry associations, regional tourism organisations (RTO's) and groups and individuals with an interest in tourism management.
2. The guide provides a framework for operators to research and plan their tourism business. It does not aim to answer all questions, but instead is designed to point operators in the right direction to find answers.
3. All facts and figures are current at the time of publication, however, tourism is a continually changing industry. Therefore, the publishers will not be liable for any reliance placed on the information contained herein. Please obtain up-to-date statistics from the organisations suggested in the guide.
4. The easiest way to work through the guide is to take your time and read each section from start to finish. Use a highlighter to mark sections where further clarification or information is required, or for contacts you would like to follow up. The industry contact list is available at [www.tourism.nsw.gov.au/IndustryContacts](http://www.tourism.nsw.gov.au/IndustryContacts)
5. Most non-general terms and industry jargon used in the text are explained in the Glossary. For clarification of a term that is not listed, please contact the organisations suggested in the guide.

# CONTENTS

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## 04 WHAT IS THE TOURISM INDUSTRY?

Tourism is big business / Tourism is everyone's business / The tourism system /  
The product: NSW / The consumer / The travel experience / The holiday experience /  
Marketing a business / Consumer decision-making

## 08 THE TOURISM INDUSTRY NETWORK

The Federal network / The State network / Tourism NSW / Other State agencies /  
The regional network / The local network

## 17 STEPS TO SUCCESS

Getting assistance / Planning / Research / Customer service / Find your competitive edge /  
Financial management / Understand the tourism seasons / Networking / Pricing /  
Distribution and marketing / Product development / Training / Technology /  
Working through the steps to success

## 22 GETTING ORGANISED

## 23 FREQUENTLY ASKED QUESTIONS

## 25 CHECKLIST

## 27 GLOSSARY



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Tourism NSW is a division of Industry and Investment